

Burslem Historic Quadrant A New Heart for Burslem



**Draft document
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Part 1: Our Vision - Your Opportunity



Background

This document has been produced as the main element of the tender package to enable the procurement of a highly skilled and experienced team comprising technical specialists, designers and developers to lead the delivery of the Burslem Historic Quadrant project.

It should be read in conjunction with all the other package documents including the Burslem Masterplan, the Hypostyle Masterplan Refresh and the other background regeneration documents that form part of the detailed understanding of this project. These are listed at the end of this document

We have produced this synopsis to help teams focus upon the challenge and the opportunity. It is the start of the journey that the successful team will have to undertake to properly get to know the Quadrant and then fully realise its potential.

Burslem's regeneration - the story so far

Much has already been done and there have been many successes, with an improved environment, new housing, improved community facilities and new enterprise units and jobs. But this is only the start and there is still much to do to deliver our vision for a new Burslem.

It is no secret that Burslem holds a special place in many people's hearts. Everyone wants to see the town rise again and for it to have a secure and prosperous future, for the benefit of generations to come. The historic quadrant holds the key to that sustainable future

"In front, on a little hill in the vast valley, was spread out the Indian-red architecture of Burslem - tall chimneys and rounded ovens, schools, the new scarlet market, the grey tower of the old church, the high spire of the evangelical church, the low spire of the church of genuflections, and the crimson chapels, and rows of little red with amber chimney-pots, and the gold angel of the blackened town hall topping the whole. The sedate reddish browns and reds of the composition, all netted in flowing scarves of smoke, harmonised exquisitely with the chill blues of the chequered sky. Beauty was achieved, and none saw it."

Clayhanger, Arnold Bennett, 1910



Fig 1: Burslem's regeneration timeline



Where there are challenges there are opportunities

There are few greater challenges for a community than the one that presently faces Burslem. The once thriving Mother town of the Potteries is at a watershed. It can either dwell upon its past glories and crumble, or turn confidently to the future and find a new reason for being. This means creating new jobs, new homes, and new quality places: for people to live work and visit. Burslem town centre needs to be at the heart of all that goes on in its wider community. It can no longer afford for to be peripheral in the daily lives of the town's citizens.

What is the opportunity?

This is a significant challenge and will require tenacity, resoluteness and lateral thinking in equal measure. But, where there are challenges there are opportunities, and this is a fantastic opportunity for those who are ready and willing to take on the challenge.

Despite its complexities, Burslem is a gem of a place. See it for yourself and it needs no introduction: it oozes character and atmosphere. But like a neglected piece of jewelry it needs some tender loving care: some repair, some new pieces to make it complete, a polish to make it shine and an appreciative owner who uses it but also takes care and keeps it safe.

The purpose of this project is to set the framework in place to do just that by restoring the town's fortunes by building on its strengths.

This will be achieved by:

- | **creatively re-using and adapting its built heritage supplemented by some high quality new development,**
- | **a quality makeover of townscape and public realm,**
- | **by finding end users who cherish the place, enjoy what's on offer and value its future**

In the process it is hoped that those who take on this opportunity will be rewarded appropriately, not just financially but also knowing that they have been instrumental in transforming Burslem and sustaining it for future generations



Fig 2: The Burslem Historic Quadrant area

The Burslem Historic Quadrant Project

The Burslem Historic Quadrant Project is about kick starting that opportunity. We need to focus our energy and resources upon the historic heart of the town. Without a healthy heart, the town will not successfully meet the challenges of the future. What we do or do not achieve now will directly impact upon those who follow us. So, doing nothing is not going to be an acceptable option.

What were once prized assets are now the town's main liabilities. That is, unless new life can be breathed back into them. So, we need to act and start the process of change. We need to learn lessons from positive examples both locally and from further afield to revitalize and adapt these historic buildings and their townscape. We need to be creative and resourceful and find sensitive but also viable end uses that will add to the long term vitality of Burslem.

That is why we are actively promoting the Burslem Historic Quadrant project, which is a concerted attempt to set in place a framework to regenerate the historic core of Burslem and so revitalise the town centre, speed up the town's wider transformation and help set in place a sustainable and prosperous future for its people.

But, we also acknowledge that these are difficult and unprecedented times. The 'noughties' boom is behind us and we need to think differently about how this project can be set up and delivered. Our approach needs to capitalise on the resources that are currently available but also be flexible enough to take advantage of opportunities that may subsequently arise as things improve over coming years. Whilst proposals need to be inspiring and innovative, they also need to be grounded and geared toward what can be realistically achieved.

Wider opportunities – Burslem's regeneration context

Burslem historic quadrant sits at the centre of a much broader regeneration context, where significant investment has or is about to happen. This includes investment in education, leisure, environmental quality, new housing and last but not least new jobs and improved livelihoods.

These long term plans for the Burslem area illustrate that the Historic Quadrant does not sit in isolation but is part of a much bigger regeneration picture. There is significant capacity for 'cross fertilization' of opportunity.

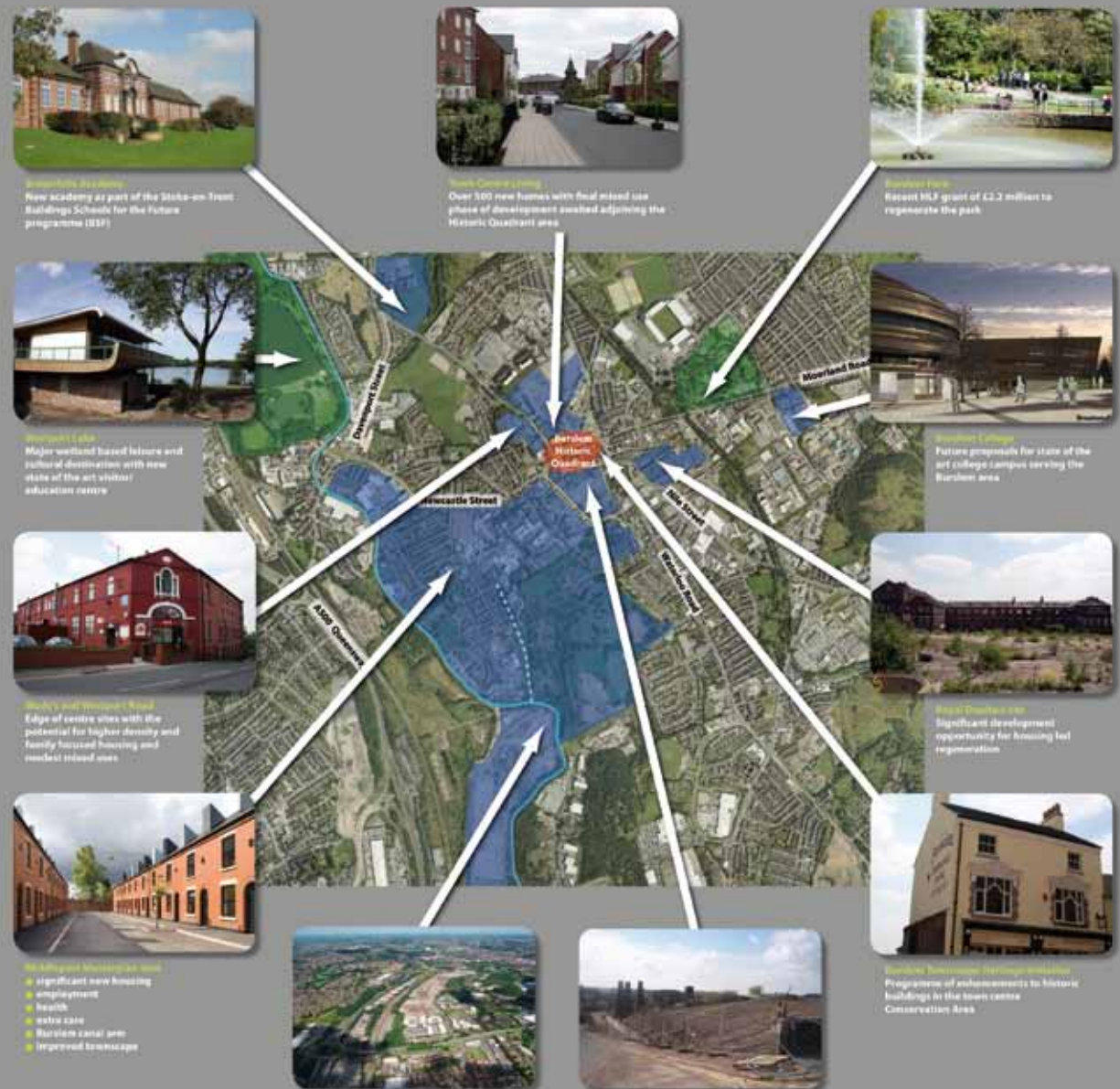


Fig 3: Burslem's wider regeneration context

Summary of key opportunities

- | **A world class townscape which is the jewel in the crown of Stoke-on-Trent**
- | **Significant potential to transform the fortunes of the 'Mother Town' of the Potteries**
- | **An established arts, cultural and enterprise economy with a strengthening, evolving evening economy**
- | **Significant property portfolio in the control of the City Council**
- | **Ongoing wider regeneration of the centre of Burslem including new housing, business and leisure**
- | **Wider investment and opportunities providing a significant extended catchment for goods and services and cross fertilisation of opportunity with Burslem town centre.**

Moulding all of this together, a vision has been developed for the town centre to help you to visualize the place that we think Burslem could become and how we want it to be as a consequence of this and the other regeneration projects.

Creative, Cultural Burslem, 2020

The Burslem Historic Quadrant Project has triggered the transformation of the town centre. Burslem is now a flourishing and vibrant town centre comprising a rich mix of the old and new that attracts people from a wide area. It has also stimulated wider investment in the town, encouraging quality new housing, business and retail development that has led to an increase in the town's resident and visiting population.

Burslem hasn't lost touch with its creative past. Creative industries and a strong cultural and early evening economy have been pivotal in the town's transformation and are essential ingredients of its distinctive sense of place and attractiveness. The School of Art has gone from strength to strength and is a key focus for the cultural, artistic and educational activities within the town, with overspill accommodation situated within the Wedgwood Institute building, situated on the opposite side of a new square in Queen Street.

The Quadrant is a hive of activity during the day and into the evening. The main historic buildings, the Wedgwood Institute and the Old Town Hall are home to key uses and there are a number of smaller shops, cafés and restaurants within the area along the main street frontages and aligning a new lane that links the site of the former indoor market and Clayhanger Street, where a modest new square is home to boutique shops, studio workspace and eateries. This is a key space with new residential development, the rear wing of the boutique Leopard Hotel and the modern rear annex of the Wedgewood Institute.

The Old Town Hall and annexes lie at the heart of a pedestrian focused area with eateries and high quality office space. Market Square is the location for frequent specialist markets, which have proved so successful that they also occupy the recently revamped St John's Square. It's facelift and the development of Bournes Bank has transformed this part of the town centre into a venue for pubs, restaurants and bars, with attractive outdoor seating and dining areas.

The site of indoor market has been creatively regenerated to provide quality floorpspace and public space, creating links through the historic quadrant to St John's Square, Queen Street, Market Place and Brickhouse Street.

The town's image has been drastically improved through better management of vehicular traffic, and improved crossings and junctions. Investment in the public realm has helped change perceptions of the town and provides a great setting for the town's fantastic built heritage. Both Market Place and Queen Street are vibrant commercial streets, accommodating both specialist and more general shopping and a retail circuit has developed.

Whilst more High Street 'names' have been attracted to Burslem, careful management and controls over shop front design and signage have helped retain the character and distinctiveness of the town centre. These businesses have been encouraged to 'buy' into the Burslem concept and the resultant complementary mixed retail offer helps to further strengthen the town.

The following images illustrate the key place making themes that underpin this vision

High quality new development



Creative adaption of historic buildings



A vibrant mix of day and evening uses



An inner lane and courtyards



Specialist and niche retail/business



Pedestrian focused squares/streets



Part 2: Socio-economic overview



Burslem Catchment Profile 2010

This section of the document has been created to update the 2008 GOAD report created by Experian. The Data used in this report is a collection of the 2001 census and local government data that has been collated over the past few years as an area profile.

The report lists statistical data for the Burslem area, the City of Stoke on Trent and nationally. It includes data on housing, population change, demographics and the local economy with a synopsis of the various trends and issues in respect to each.

There are several abbreviations used in the data. A list with their meanings is provided at the end of this section.



Fig 4: The Burslem and Middleport area in relation to the city as a whole. (Plan courtesy of BDP)

Table 1 Population change for Stoke on Trent compared to national figures

	Catchment Numbers	Nationally
All residents 2008	240,100	59,608,200
Population Changes		
2001	240,636	57,424,200
2002	239,400	57,626,900
2003	238,900	57,854,700
2004	239,100	58,135,500
2005	239,300	58,514,000
2006	239,700	58,845,700
2007	239,000	59,216,200
2008	240,100	59,608,200
S-O-T is 0.4% of NA population		
Population density		
	People per hectare	
2001	25.75	
2008	25.57	

1 hectare = 10,000 square meters

Table 2 Population change within Burslem

Burslem Population	Population Est 2001	Population Est 2008	Difference Est
Stanfields & Mill Hill	5243	5288	+45
Burslem Park, Smallthorne North and North East	6884	6719	-165
Middleport and Longport	4198	4118	-80
Burslem and Sneyd Green West	5722	6020	+298
Forest Park	2151	2257	+106
Total population	24,198	24,402	+204
Population density per Hectare	29.41	29.66	+0.25

Population and demographics

The following tables summarise key population and demographic data

Key population trends findings

- Between 2001 and 2008, Stoke-on-Trent as a whole experienced a population decline of 0.2%, whilst nationally the population grew by 3.8%
- For the same period Burslem's population grew by 204 people, a 0.8% increase with an associated increase in population density. This implies a more stable population in Burslem compared to some other parts of the city, although 2 wards have experienced population decline.

Table 3 Demographic & Geo-demographic Profile 2008 of Stoke on Trent

Social Class breakdown	2001	2008	2001 %	2008 %
Class 1: Managers & senior Officials	13,322	10,900	10.97	10.4
Class 2: Professional Occupations	8,180	7,800	6.73	7.5
Class 3: Associate Prof & Technical	12,511	12,000	10.30	11.5
Class 4: Admin & Secretarial	13,147	9,900	10.82	9.5
Class 5: Skilled Traders	21,352	14,600	17.58	14.0
Class 6: Personal Services Occupations	8,956	12,100	7.37	11.6
Class 7: Sales & Customer Service	10,554	9,100	8.69	8.7
Class 8: Process, Plant & Machinery	15,905	12,600	13.09	12.1
Class 9: Elementary Occupations.	17,555	14,500	14.45	13.9
Total	121,482	103,600	100 %	100 %

Table 4 Employment Profile 2008-2010 of Stoke on Trent

	Numbers	SOT%	Nationally %
JSA claimants 2010			
Claimants by age.			
18-24	2,430	31.5	27.7
25-49	4,320	55.9	56.3
50 and over	960	12.5	15.5
Duration of Claim			
Up to 6 months	4,575	59.2	60.6
Over 6 up to 12 months	1,665	21.5	21.9
Over 12 months	1,485	19.2	17.5
Job Density 2008			
	Jobs	Density	Na density
Job Density	114,000	0.76	0.83
Employee Jobs 2008			
	Jobs	SOT %	Na %
Total Employee Jobs	104,700		
Full-time	69,200	66.1	68.8
Part-time	35,500	33.9	31.2
Employee jobs by industry 2008			
Manufacturing	16,900	16.1	10.2
Construction	5,400	5.1	4.8
Services:-	81,900	78.2	83.5
Distribution, Hotels & restaurants	23,000	22.0	23.4
Transport & communications	8,200	7.9	5.8
Finance, IT, other business activities	12,900	12.3	22.0
Public admin, education & health	32,500	31.0	27.0
Other services	5,300	5.1	5.3
Tourism-related	7,400	7.1	8.2

Table 5 Distance travelled to work, people aged 16-74, in Burslem area (2001 Census)

Area	Nu People	<2km %	<2km %	2km to 5km	2km to 5km %	5km to 10km	5km to 10km %	10km >	10km > %	WFH	WFH %
Stanfeilds & Mill Hill	1907	529	27.74%	552	28.95%	427	22.39%	227	11.90%	104	5.45%
Burslem Park, Smallthorne, Burslem North East	3131	1000	31.94%	944	30.15%	531	16.96%	344	10.99%	186	5.94%
Middleport & Longport	1706	628	36.81%	506	29.66%	221	12.95%	187	10.96%	88	5.16%
Burslem & Sneyd Green West	2061	693	33.61%	646	31.34%	279	13.15%	224	10.87%	142	6.89%
Forest Park	752	251	33.38%	221	29.39%	93	12.37%	102	13.56%	67	8.91%
Total	9557	3101	32.70%	2869	29.90%	1551	15.56%	1084	11.66%	587	6.47%
Total S-O-T	98606	22889	23.21%	30222	30.65%	21298	21.60%	14198	14.40%	6466	6.56%
National total			20.0%		20.0%				27.8%		9.2%

Key demographic and employment findings:

- | In terms of employment breakdown, there were significant areas of consistency between 2001 and 2008 with no major decline or increase in any sector
- | Employment categories experiencing decline were: skilled traders (3.58%), manufacturing (0.99%), elementary occupations (0.46%) admin and secretarial (1.32%) and in managers/senior officials (0.57%)
- | Categories that experienced an increase were Personal services occupations (4.2%), Professional occupations (0.78%) and Associate prof & technical (1.2%)
- | The figures do illustrate the continued trend of a decline in traditional industries within the area but also that the more significant decline occurred prior to 2001
- | Unemployment and JSA claimants in the 18-24 and 50+ categories is above the national average
- | The percentage of part time workers in Stoke on Trent is above the national average
- | There was a higher percentage of jobs in the manufacturing and construction sectors compared to the national average (nearly 6% above in relation to manufacturing)
- | Service industries provided a smaller percentage of jobs compared to the national average (5% less), except in relation to transport and communications and public services JR/ST
- | 32% of Burslem's population travel less than 2 km to their place of work (compared to the city and national percentages of 23.2 and 20 % respectively)
- | 11.7% of Burslem's workers travel more than 10km to work (compared to the city and national averages of 14.4 and 27.8% respectively)
- | Only 6.5% of Burslem's workers work from home. This on a par with the city average but is significantly below the national figure of 9.2%

Table 6 Burslem Housing Demographic (2001 Census)

The numbers in the demographic profile are a calculation of percentages provided; these numbers are to provide a general over view of housing and numbers in the area and should not be used in official documents.

	Population	House Holds	Rooms per Household Numbers and %										Avg
			1-3 Rooms		4 Rooms		5 Rooms		6 Rooms		7 or more Rooms		
Stanfeilds & Mill Hill	5243	2184	151	6.9%	524	24%	827	39.5%	474	21.7%	173	7.9%	5.05
Burslem Park, Smallthorne North & Burslem North East	6884	3033	176	5.8%	616	20.3%	1280	42.2%	691	22.8%	267	8.8%	5.14
Middleport & Longport	4198	1948	251	12.9%	534	27.4%	785	40.3%	199	14.8%	61	4.5%	4.7
Burslem & Sneyd	5722	2388	279	11.7%	530	22.2%	929	38.9%	485	20.3%	165	6.9%	4.93
Green West Forest Park	2151	993	111	11.2%	287	28.8%	412	41.3%	142	14.3%	43	4.4%	4.73
Total	24,198	10546	965	9.7%	2491	24.5%	4233	32.4%	1991	18.8%	709	6.5%	4.91
Stoke on Trent	240,636	103,196	9184	8.9%	25,489	24.7%	38,905	37.7%	20,226	19.6%	9494	9.2%	5.0
National Total	57,424,200	21,660,475	2,664,238	12.3%	4,288,774	19.8%	5,869,988	27.1%	4,483,718	20.7%	4,332,095	20.0%	5.3

Calculated by % x 1% of Household= Numbers. Calculated to the nearest whole number and decimal point.

	Person per Household Numbers and %									
	1 Persons		2 Persons		3 Persons		4-5 Persons		6 or more	
Stanfeilds & Mill Hill	1524	29.1%	1814	34.6%	980	18.7%	802	15.3%	115	2.2%
Burslem Park, Smallthorne North & Burslem North East	2148	31.2%	2382	34.6%	1211	17.6%	1080	15.7%	55	0.8%
Middleport & Longport	1591	37.9%	1276	30.4%	733	17.5%	529	12.6%	63	1.5%
Burslem & Sneyd	2083	36.4%	1688	29.5%	802	14%	961	16.8%	189	3.3%
Green West Forest Park	824	38.3%	695	32.3%	344	16%	256	11.9%	32	1.5%
Total	8170	34.6%	7855	32.3%	4070	16.8%	3628	14.5%	454	1.9%
Stoke On Trent	75800	31.5%	80372	33.4%	41389	17.2%	38742	16.1%	4091	1.7%
National Total	17,227,260	30.0%	19,639,076	34.2%	8,900,751	15.5%	10,508,628	18.3%	1,148,484	2.0%

Calculated by % x 1% of Population= Numbers. Calculated to the nearest whole number and decimal point.

Table 7 Burslem Housing Demographic (2001 Census)

The numbers in the demographic profile are a calculation of percentages provided; these numbers are to provide a general over view of housing and numbers in the area and should not be used in official documents.

	Housing Stock Changes 2001 to Estimated 2008 Number and %													
	Det 2001		Semi 2001		Ter 2001		Flt 2001		Det2008		Semi 2008		Ter 2008	
Stanfeilds & Mill Hill	203	9.3%	1496	68.5%	382	17.5%	105	4.8%	203	9.3%	1493	68.4%	382	17.5%
Burslem Park, Smallthorne North & Burslem North East	318	10.5%	761	25.1%	1753	57.8%	200	6.6%	315	10.4%	758	25%	1747	57.6%
Middleport & Longport	41	2.1%	354	18.2%	1328	68.2%	222	11.4%	37	1.9%	337	17.3%	1206	61.9%
Burslem & Sneyd	138	5.8%	941	39.4%	991	41.5%	317	13.3%	136	5.7%	907	38%	993	41.6%
Green West Forest Park	28	2.8%	203	20.4%	682	68.3%	85	8.5%	27	2.7%	214	21.5%	673	67.4%
Total	728	6.1%	3755	35.2%	5136	50.7%	929	8.9%	718	6%	3709	34%	5001	49.2%
Stoke on Trent	13,725	13.3%	46,644	45.2%	33,229	32.2%	9597	9.3%	14,447	14%	45,819	44.4%	32,403	31.4%
National Total	4,960,249	22.9%	6,888,031	31.8%	5,675,044	26.2%	4,288,774	19.8%						

Calculated by % x 1% of Household= Numbers. Calculated to the nearest whole number and decimal point.

	Housing Tenure Changes 2001 to Estimated 2008 Number and %									
	Pvt 2001		LA 2001		RSL 2001		Pvt 2008		LA 2008	
Stanfeilds & Mill Hill	1363	62.4%	784	35.9%	37	1.7%	1468	67.2%	679	31.1%
Burslem Park, Smallthorne North & Burslem North East	2639	87%	349	11.5%	45	1.5%	2678	88.3%	306	10.1%
Middleport & Longport	1434	73.6%	296	15.2%	216	11.1%	1496	76.8%	247	12.7%
Burslem & Sneyd Green	1786	74.8%	466	19.5%	136	5.7%	1851	77.5%	377	15.8%
West Forest Park	687	68.8%	230	23.1%	82	8.2%	724	72.6%	193	19.3%
Total	7909	73.3%	2125	21%	516	5.6%	8217	76.5%	1802	17.9%
Stoke-on-Trent	78,016	75.6%	20,123	19.5%	5160	5%	80,183	77.7%	17,853	17.3%
National Total	17,523,324	80.9%	2859183	13.2%	1,277,968	5.9%				

Calculated by % x 1% of Household= Numbers. Calculated to the nearest whole number and decimal point.

Table 8 Housing Tenure Changes 2001 to Estimated 2008 Number and %

	Pvt 2001		LA 2001		RSL 2001		Pvt 2008		LA 2008		RSL 2008	
Stanfeilds & Mill Hill	1363	62.4%	784	35.9%	37	1.7%	1468	67.2%	679	31.1%	37	1.7%
Burslem Park, Smallthorne North & Burslem North East	2639	87%	349	11.5%	45	1.5%	2678	88.3%	306	10.1%	49	1.6%
Middleport & Longport	1434	73.6%	296	15.2%	216	11.1%	1496	76.8%	247	12.7%	204	10.5%
Burslem & Sneyd Green West	1786	74.8%	466	19.5%	136	5.7%	1851	77.5%	377	15.8%	157	6.7%
Forest Park	687	68.8%	230	23.1%	82	8.2%	724	72.6%	193	19.3%	81	8.1%
Total	7909	73.3%	2125	21%	516	5.6%	8217	76.5%	1802	17.9%	528	5.7%
Stoke-on-Trent	78,016	75.6%	20,123	19.5%	5160	5%	80,183	77.7%	17,853	17.3%	5160	5%
National Total	17,523,324	80.9%	2859183	13.2%	1,277,968	5.9%						

Calculated by % x 1% of Household= Numbers. Calculated to the nearest whole number and decimal point.

Key housing findings:

- | Most houses in the Burslem area are between 4-5 room size, with fewer in the 1-3 room and 6 and 7+ room categories, compared to city and national figures. This implies a high proportion of mid size housing.
- | In 2008 Burslem had a high proportion of semi detached and terraced houses 34 and 49.2% respectively with a low proportion of flats and detached houses, particularly in proximity to and within the town centre. Between 2001 and 2008 there was a 2% increase in the number of flats compared to other housetypes.
- | In 2008, 76.5% of properties were privately owned, which was below the city figure and the 2001 national percentage. Local authority and RSL tenure was marginally above the city percentage.
- | Compared to the national 2001 figures the percentage of LA tenure was significantly higher in Stoke on Trent and Burslem in 2008 (4 - 4.5%). However, the level of LA tenure in Burslem had decreased by 3% between 2001 and 2008

Abbreviations

S-O-T	Stoke on Trent
Est	Estimate
JSA	Job Seekers Allowance
Avg	Average
Det	Detached housing
Semi	Semi Detached housing
Ter	Terrace housing
Flt	Flat
Pvt	Private
LA	Local authority
Rsl	Social landlord
Nu	Number
<	Less than
>	More than
WFH	Work from Home
NA	National

Socio-economic summary

The statistical information provided in this section, indicates that Burslem has been through a period of sustained decline, but that in more recent times the situation has stabilised, both in terms of population and employment levels. Certain wards are still experiencing decline however.

Town centres within Stoke-on-Trent have witnessed significant change due to the decline of the manufacturing and ceramics industries in the city. This decline has precipitated the loss of employment and population from the towns and has turned the once popular areas into significantly underperforming areas on every economic measure. Large companies and their supply chains have closed, particularly in ceramics – leading to the stagnation and loss of employment, population and economic activity in retail and leisure. Furthermore the rich heritage and civic facilities in the centres are now largely vacant with little private sector or public sector investment interest.

This has been particularly evident within Burslem Town Centre with the loss of major ceramic manufacturers like Royal Doulton.

Between 1998 and 2008, 3500 jobs have been lost causing the footfall to the Town Centre to deteriorate and the economy to collapse. Public buildings including the important Wedgwood Institute, the Indoor Market, Queens Theatre and Burslem Old Town Hall are either under-utilised or redundant.

A revitalised residential offer for Burslem and Middleport is being strategically developed and co-ordinated through Renew North Staffordshire.

In some respects Burslem is fairing a little better than other parts of the city and is showing fledgling signs of regeneration and uplift. There are also indications that the employment profile is shifting toward a more creative, entrepreneurial and skilled economic base.

To compliment these growth economies the Town Centre offer is best placed to provide a range of shops, community services, leisure and learning facilities to rejuvenate Burslem and its new residential catchments areas. There has been growth opportunity created through continued investment aligned to attract creative industries into Burslem resulting in business growth of 37% within the town centre area from 2006 to 2010 and a reduction in void properties

However, the situation is still fragile and Burslem is below the national average in relation to many socio-economic indicators. The area is still highly vulnerable and in need of continued and sustained investment, especially in strengthening and diversifying the town centre.

There is a latent capacity in terms of town centre living, cultural and leisure uses, niche and higher order shopping and self employed and small to medium sized enterprise in or close to the town centre. Anecdotal evidence suggests that one of the potential inhibitors to this increased vitality and diversity is the lack of suitable accommodation at the heart of the town centre.

The Historic Quadrant has the potential to accommodate all of these types of uses through innovative adaptation of existing buildings and spaces and with the benefit of accompanying new development providing a choice of accommodation set within a high quality environment.

A new anchor use within the town centre could be a major asset in improving the vitality of the town centre provided that it has a very direct relationship to it and is complimentary in what it offers to the town centre.

It should be stressed that Burslem is ideally placed at the heart of a much wider and interconnected regeneration framework (as discussed earlier in this document). There are significant opportunities and potential town centre 'drivers' in relatively close proximity that will support and reinforce regeneration of the town centre.





Part 3: Design and heritage contextual information





Policy Context

National Policy and Guidance

There are a number of national planning policy documents that underpin the information provided in this document, most notably:

- | PPS 1: Delivering Sustainable Development
- | PPS5 Planning for the Historic Environment
- | PPS6: Town Centres
- | PPS 12: Transport

In addition there are a number of best practice documents relating to Urban Design and place making that inform this briefing document, including:

- | The Urban Design Compendium 1 & 2, English Partnerships/Housing Corporation
- | By Design, Towards Better Design in the Planning System, CABE
- | Building in Context, English Heritage
- | Safer Places, ODPM/Home Office
- | World Class Places, HM Government
- | Manual for Streets

Local Development Framework

The recently adopted Core Strategy includes policies relating to sustainability, achieving design quality and management of the built heritage of the City.

The Inner Core Area Action Plan is due to be published in draft form in the Spring of 2011. This will articulate the spatial vision for a large part of the city and includes Burslem.

In addition, an Urban Design Supplementary Planning Document has been prepared and should be adopted by January 2011. An SPD on sustainable Design is also due to be produced in 2011.

NSRP regeneration framework

The NSRP Business plan sets out the Partnership's regeneration framework. Burslem is identified as a specific regeneration area.

The Burslem Historic Quadrant is the most significant project contained within the Burslem Delivery and Business Plans.

Burslem Masterplan

The Burslem Masterplan was prepared in 2004 by Atkins. In 2008 it was reviewed and further refined by Hypostyle, whereupon the original masterplan was determined to be inherently sound.

The concept of this project was first raised by the 2004 Masterplan seeking to sensitively regenerate this core area of the town, bringing the indoor market back into use, creating secondary town centre frontage and radically improving the public realm, in particular the area around the Old Town hall to create a pedestrianised space and location for the market and civic activity.

This vision is still current and underpins the regeneration and urban design philosophy enshrined within this briefing document.

Burslem Conservation Area

This is discussed more fully at pages ?? To ?? of this document.



The Market Hall is hidden and needs to be opened up to create multiple pedestrian 'doorways' and within-block connectivity



Poorer infill buildings provide re-development potential around market hall enabling enhanced accessibility/visibility



Several poorer buildings present the opportunity for modest scale re-development to complement heritage based regeneration



Positive direct connections are needed to re-connect the Old Town Hall to the rest of the area via a people focused public realm



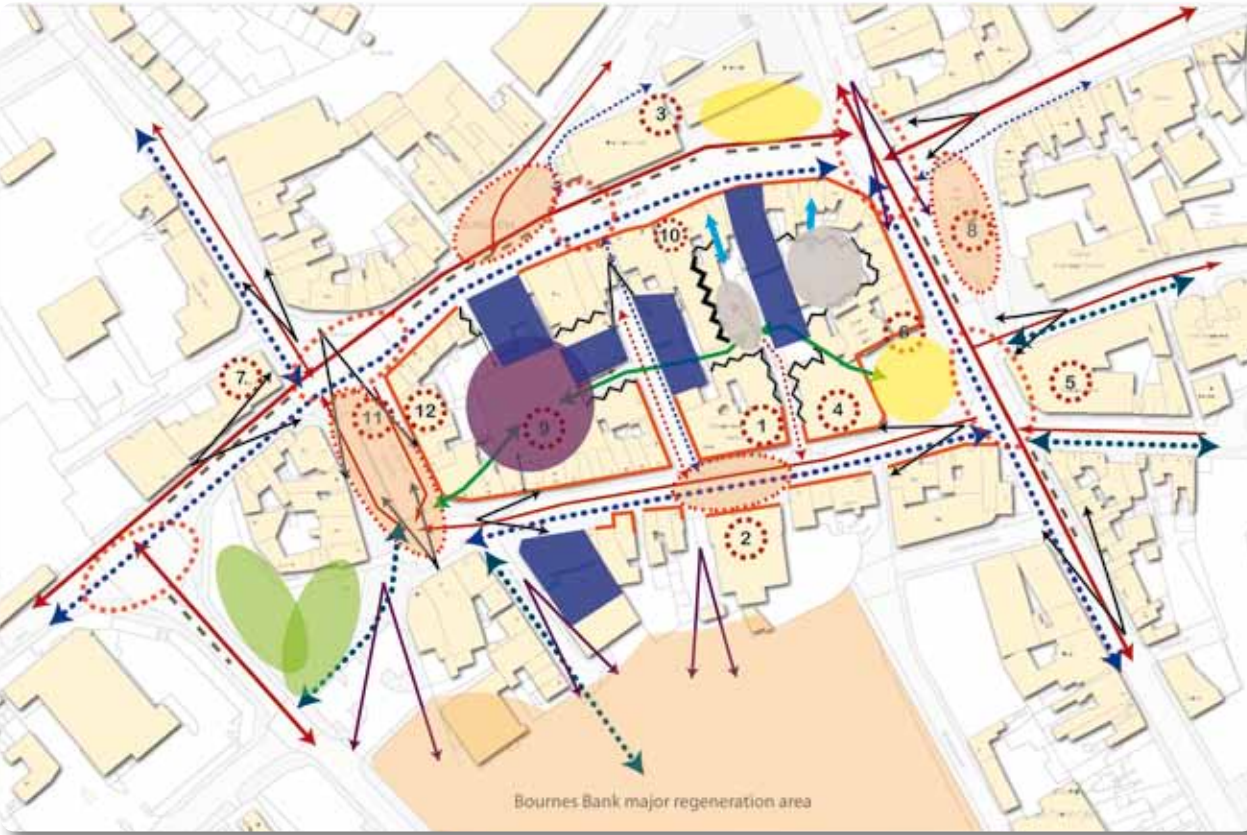
Backland sites offer scope for secondary frontage to diversify the town centre and provide niche development opportunity



Shops on Queen Street present opportunity to create a public face for the market hall to potentially entice a larger end user



St John's Square is the primary space associated with the area but it is poorly utilised and in need of regeneration



Roads around the site form a major barrier to pedestrian movement and crossings are inadequate or wrongly located



Swan Square sets the benchmark for enhancement of key spaces in the area but it lacks connection into the heart of the block



- ### Landmarks
- 1 Wedgwood Institute
 - 2 School of Art
 - 3 Old Town Hall & Ceramica
 - 4 Former Co-op building
 - 5 George Hotel
 - 6 Swan Hotel & former Lloyd's Bank
 - 7 Natwest Bank
 - 8 War memorial
 - 9 Market hall & shopping parade
 - 10 The Leopard Public house
 - 11 Fountain
 - 12 Denry's restaurant

Topography and building scale

The area is situated on a slope which rises most prominently to the north. The area is visible in long views from the south and The Old Town Hall is a key landmark on approach from the west on the A500 along with the tower of St Joseph's on Hall Street. This helps to clearly define Burslem in the wider conurbation.

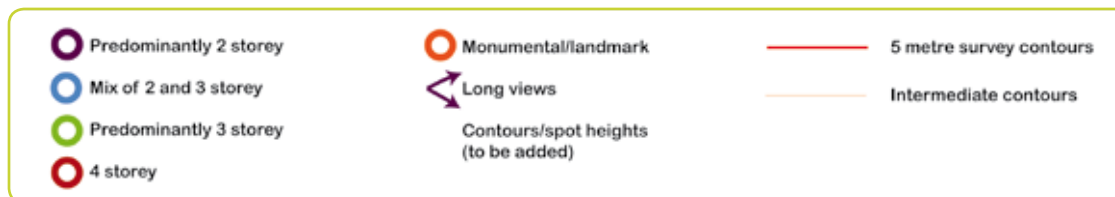
The topography also slopes upward from east to west adding to Queen Street's townscape character and enhancing the sense of arrival into St John's Square. There is a levels transition within the block between Brick House Street and Clayhanger Street which will affect cross connection.

Within the eastern part of the site where levels changes are more pronounced, they are accommodated by both retention measures and split building levels Clayhanger Street and Market Place South.

This is especially evident in the form of the Leopard Public House, which has a projecting wing to the rear, with a ground floor at the basement level of the frontage onto market Place South.

There is also an abrupt levels change between the properties on the southern side of Queen Street and the Bourne's Bank regeneration site, which reinforces the tiered effect of views of the town centre from the south.

This character will influence the scale and form of development and associated public realm so that it does not compromise the character of the townscape or compete with the town's primary landmarks and in achieving a varied inner townscape. The plan below illustrates the general topography of the area and its surroundings and the scale of the existing townscape.



Summary of urban design analysis

Access and Movement

The area is presently badly affected by the volume of traffic running around the northern and eastern perimeter. The volume of vehicular traffic adversely affects pedestrian movement into and through the area and standing traffic creates noise and pollution. The streets include a number of crossings and nodal points that are not pedestrian focused and which inhibit pedestrian movement. The junction of Market Place/Moorlands Road and Swan Square is especially problematic. Within the study area the routes run around the edge of the urban block, which is relatively impenetrable except the through passageway that links into Brick House Street. This route creates a strong desire line between the old town hall and the School of Art.

Topography

There is a general slope in the area from north to south and also from west to east. The area to the east of the block is especially affected with a significant levels change behind the rear wing of the Leopard public house. On the Queen Street frontage this is accommodated by the scale of the building. The main part of the Leopard is significantly above the street level of Brickhouse Street to the rear (approx. 1 storey equivalent). Whilst this lessens further to the east the properties facing onto Market Place and Swan Square are still set above the ground level in the informal yard off Clayhanger Street. This change in levels restricts accessibility from west to east within the block and to an extent the potential for re-development and creating active frontages internal to the block.

Microclimate

The local microclimate is largely unaffected by the present buildings because their scale and mass is sufficiently modest not to significantly alter wind patterns or create significant shadowing. Where this may become a problem is in the backland areas within the block itself, where the scale of buildings may create areas of shade, particularly in the winter months. Any new development focused on these areas will have to carefully consider this issue, with appropriate shading studies.

Ground Conditions

In the past the area has been the centre of Pottery based industrial use and therefore there may be issues in terms of ground conditions, below surface contamination etc. The levels differences discussed above may present specific challenges in terms of ground stability and remediation.

Public Open Space and Public Realm

Burslem has some high quality spaces and there is no shortage of public space. However, the quality and character of some of these key spaces needs to be significantly improved to create the conditions for the town's regeneration. The study area is fringed by several of these key spaces, some like Swan Square have already been transformed. St John's Square in particular is in urgent need of enhancement and offers the potential to create a key civic space for the town centre. This will stimulate regeneration of the western part of the town centre and link recent housing development into the heart of the town centre.

Legibility and Quality of Frontages

Similarly, Burslem is blessed by a townscape punctuated by a number of distinctive landmark buildings and a range of other townscape elements and features (allied to the arrangement of spaces) that gives a strong sense of legibility. This is further reinforced by key short and long views into and out of the study area. The views within the town centre are generally well contained by robust built form. There are one or two detractors however that weaken townscape quality in key locations. Corner buildings are a strong townscape feature, helping to define the block

Character and Scale

The scale of the buildings in the study area and immediately around it is generally of human proportion and not monumental. However, there are a number of civic or grand buildings that punctuate the general townscape, framing broad streets and key spaces: the most notable being the School of Art, The Wedgwood Institute and the former Town Hall (the tower of which is visible in long distance views from outside the town centre). Around the periphery of the block (Queen Street, Market Square, St John's Square and Swan Square) buildings are predominantly storey. Within the block, (Baker Street and Brick House Street) buildings are generally 2 storey, enclosing narrow streets.

Historical Analysis and Urban Grain

Historically this area was the hub of the town, and became its cultural and civic heart at the height of the town's wealth and prominence. Queen Street became a prominent cultural and educational focus, but this co-existed 'cheek by jowl' with commercial and industrial activity and housing that gave the area a distinctive townscape character, much of which is still evident today in plot boundaries and buildings. In townscape terms, the historic urban block structure is largely intact, with the street pattern largely unaffected.

There has been more significant change however in the eastern part of the block, which was the site of the Wedgwood Brick house Pottery Works.

The figure ground drawings below detail both the consistent elements of townscape and those areas of more significant townscape change.



Key issues

- | The grain of the western portion of the block is relatively intact comparing the 1900 plan with today
- | Spatially the streets and civic spaces are largely the same but their character has been radically eroded by vehicle usage and its impact on pedestrians
- | The much finer grain of the eastern part of the block in 1900 has been progressively eroded as a consequence of clearance
- | The perimeter of the block has remained relatively unchanged, although modern buildings have not responded in townscape terms to their predecessors or remaining historic townscape
- | The 1924 figure ground reflects the changing character of the area, in particular Queen Street, with the emergence of civic buildings such as the School of Art
- | The old town hall has always been stand alone and 'aloof' in townscape terms presenting the 'iconic' landmark within the town centre
- | There is a long standing north-south pedestrian desire line bisecting the block and linking Market Square with Queen Street. This important civic axis is not reflected in the current usage and activity within the block
- | The centre of Burslem has always been blessed by generous areas of public space, however some of this is now poorly defined, car dominated and ineffectively used which detracts from its townscape quality. These areas of existing space need to be better utilized and designed to be people focused.



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Heritage evaluation

Summary

The area is rich in both heritage and townscape assets and below ground archaeology which are identified on the accompanying plans (see pages 28 and 29). These include Listed Buildings, most notably the Wedgwood Institute and the old Town Hall which are both grade II*, and buildings of local townscape value which enrich and justify the wider Burslem Conservation Area.

Given the historic role of this area as the heart of Burslem, previous digs in this area have yielded rich archaeology. Prior to new development taking place, intensive archaeological investigation will be required. Mitigation will be required and development strategies may have to be tailored to respond to the presence of insitu retention of important archaeological features.

Built heritage

Burslem is one of the only towns of the city to retain much of the early townscape and buildings.

Any proposal for the area should be developed in accordance with PPS5 as the area falls within the Burslem Town Centre Conservation Area and includes several listed buildings, locally listed buildings and buildings of more general townscape merit. Please see the heritage assets plan for further details. Many of the famous novelist, Arnold Bennet's, stories are based on real places in the Potteries and Burslem is no exception. Some of the buildings are listed due to their association with him and there are many unlisted structures within the town which are related to his novels.

As the quadrant is within a Conservation Area any proposal to demolish buildings will require Conservation Area Consent. As part of the application we would also require detailed plans for any redevelopment. The general presumption will be to retain buildings that positively contribute toward the character and appearance of the Conservation Area, to retain existing continuous frontages (where these are of positive character) and to respect

the setting of identified heritage assets. The general presumption would be in favour of retaining buildings. The council is unlikely to accept outline applications within the Conservation Area.

Listed building consent will be required for any internal and external works to the listed buildings within the area. There is a general presumption in favour of the preservation of listed buildings, except where a convincing case can be made out, against the criteria set out in PPS5, for their alteration or demolition.

Although the collective townscape quality is very high, several specific buildings are discussed below due to their importance to the Quadrant project (these are highlighted on the plan on page 28). The 3 key sites within the Quadrant and associated regeneration guidelines are discussed more fully later in this section (pages 35 to 42).

1 The Leopard Hotel

This grade II listed building is an important survivor and indication of the national importance of the city to the pottery industry at its height. That such a large hotel was required to service all the visitors to what is a small town shows how important Burslem was to the pottery industry. The public front of the building and front rooms facing on to Market Place are of particular interest and the public house which occupies them is a thriving business.

The large hotel wing to the rear is an important element in reading the history of the town. This wing is part of the listed building and as such would require the aforementioned consents for any alteration. However, it is considered that there is some flexibility within this part of the building and that a sensitive conversion scheme could be accommodated including a new rear access. It may be possible to combine a rear access to this building and the Wedgwood Institute which could possibly help to alleviate some of the level changes in that area and allow through access from East to West.



Examples of detail and texture on locally important buildings



The front and rear of the Leopard hotel



Burslem School of Art and entrance to Wedgwood Institute



The former Co-op emporium and its relationship to Swan Square



The poorly modified ground floor frontage of 40 Queen Street that could be modified to link to the Indoor Market

2 Burslem School of Art

Although outside the Quadrant it has an important relationship with the project area and an intimate and historic relationship with the Wedgwood Institute. It is also a key element of the wider townscape of Queen Street. In the past streetscape works have created incongruous step and ramped access to both buildings on either side of Queen Street. In addressing the public realm quality of Queen Street and proposals for the Wedgwood Institute, it will be important to consider resolution of this aspect of the public realm.

3 Co-op Emporium

The former Co-op emporium occupies an important corner position, facing onto Swan Square and Queen Street.

The building is a reflection of the affluence and importance of both the town and the Cooperative in the early 20th century. It's early 20th century architecture contrasts with the character of surrounding townscape and creates a building of stature at this important corner of the Quadrant.

Swan Square has recently been re-designed into an attractive pedestrian space and it is important that the Co-op emporium and other surrounding buildings return to active use. Long term, there may be scope to provide a connection from Swan Square through to new development off Brickhouse Street.

4 36-40 Queen Street

This small grouping of Grade II Listed Buildings forms part of the 'vener' that encloses the Indoor Market site. They are strategically located at the junction of Queen Street and St John's Square and potentially offer a solution to creating a more direct connection between St John's Square and the Indoor Market site, should that be deemed appropriate.

Whilst it will be essential to maintain the built continuity that presently exists, the more recent unsatisfactory ground floor adaptation of 40 Queen Street presents an opportunity to create a 'punch through' to the Indoor Market site and remedy some of the harm caused by the previous alterations to the façade of the building.



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- Listed Buildings
(Listed building sites indicative only)
- Townscheme Merit Building
- Conservation Area Boundary

Figure 7: Heritage assets plan

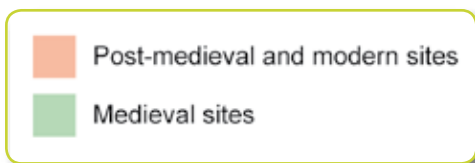
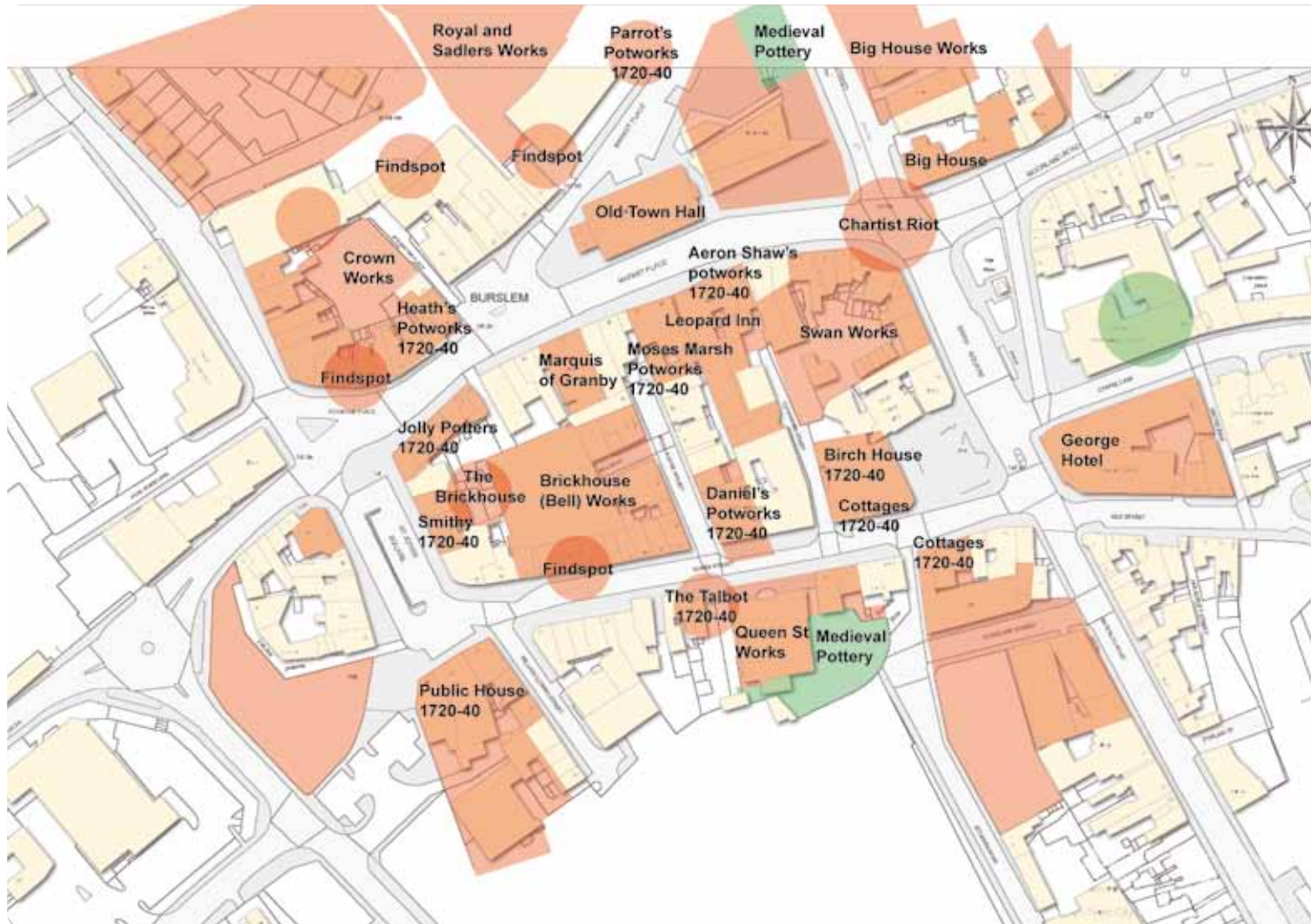


Figure 8: Known archaeological sites

Archaeology

The block defined by Market Place, St John's Square, Queen Street, and Swan Square is part of the historic core of Burslem.

Burslem is recorded as a settlement in the Domesday Book survey of 1086. Archaeological evidence indicates that commercial pottery production was taking place in the village centre by the later 15th century at least (excavations in Market Place, Queen Street, and Swan Square), although as yet no medieval kilns have been found. As the block lies in the centre of these excavation sites, it is more than likely that significant evidence for medieval settlement and activity will be found here.

By 1686 Burslem was described as "the greatest pottery they have in this county," (Dr Robert Plot *The natural history of Staffordshire*, 1686, 122),

A map of c.1720-1740 (known from a 19th-century copy) shows the village based around a green, now Market Place, with back lanes at Queen Street and Greenhead Street. The map includes a schedule describing the buildings and inhabitants of the village. The block is occupied by cottages, inns, smithies, potworks, and a farm, already forming the land parcel of the present block.

Potteries continued to use the site throughout the 18th century and into the 20th century. Josiah Wedgwood was at the Brickhouse Works (also known as the Bell Works) from

1762 to 1770 but the works itself was originally established by 1657 and demolished in 1876, when it was replaced by the market hall. Excavations in Clayhanger Yard on the site of the Swan Works by the local archaeology society have uncovered remains of kilns from the Swan Works itself (c.1830s to 1930s) and an earlier 18th-century salt-glazed stoneware kiln. Although the production of white salt-glazed stoneware pottery was the launching pad of the expansion of the Stoke-on-Trent potteries in the 18th century, the archaeological evidence for this has so far been extremely limited, and the discovery of a salt-glazed stoneware kiln is of considerable significance. The potential for archaeological remains within the block to contribute to an understanding of the development of the pottery industry in Burslem from the medieval period through to the 20th century is therefore very high.

The archaeology of everyday life is also likely to figure prominently within the block. Remains of one of the cottages shown on the 18th-century map of Burslem were discovered nearby at Furlong Passage during excavation of a later pottery works, suggesting these early remains survive well below later developments.

In summary any development within this block will require intensive archaeological investigation and mitigation. A programme of archaeological work will be required prior to the site being developed.

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Above: Photographs of previous archaeological investigation at Swan Bank Pottery.
Courtesy of Stoke-on-Trent Museum Archaeology Society



Above: Photographs of the present situation with regards to the streets around and within the area

Transportation

The Burslem Masterplan produced in 2004, identified the strategic urban design objective to reduce traffic at the core of the town centre and to create a pedestrian friendly area and improved pedestrian connectivity linking it to the wider town centre and beyond. To achieve this objective it was proposed that a link road be created to enable through traffic to circumnavigate without encroaching into the core of the town centre. This would then provide the long term opportunity to re-prioritise roads and downgrade their use on a staged basis, in particular the Market Place area.

The Masterplan advocated a 2 stage process, the first being to manage traffic movement to create a more pedestrian friendly environment, by narrowing the carriageway to create wider pedestrian footways, while still maintaining all vehicle movements in Market Place South between the Old Town Hall and main part of the site. Queen Street would be pedestrianised except for service and emergency access.

Stage 2 would allow for the pedestrianisation of Market Street South (access for service and emergency vehicles only). The purpose being to create an area of pedestrian focused public realm linking the Old Town Hall and Ceramica with the rest of the core area, also potentially facilitating the market. Market Place North would accommodate the bus stops relocated from Market Place South

To accommodate these changes there would need to be changes to the junctions and signalling onto the A50. The proposals also advocated a new dedicated taxi rank in St John's Square, relocated from Market Place.

The current thinking of the Highway Authority has shifted slightly from the masterplan proposal. Whilst the eventual pedestrianisation of Market Place South remains at the heart of its objectives for traffic management in the town centre, the approach being considered differs subtly from that previously proposed. Rather than adopting a 2 stage process, a 3 stage process would be adopted to transforming Market Place South.

The first stage would be to introduce weight restrictions on this stretch of road to prevent larger vehicles moving through the area (except buses, emergency vehicles and deliveries). There would be no physical alteration to the street at this stage. On occasions, it would be subject to temporary closure to host special events (Christmas Market, Farmers Market etc.). The purpose of this would be to see how successfully the space could be used without incurring the significant investment of pedestrianising the space in full or in part. It would also enable travel patterns to be monitored to assess whether pedestrianisation would be beneficial in the longer term and the measures that may need to be incorporated.



Extract from the 2004 Atkins Masterplan



A well designed pedestrian focused crossing



St John's Square – a key area of public realm that requires enhancement



Figure 9: Potential gateways

Stage 2 would entail partial pedestrianisation through enlarging the pedestrian only area in proximity to Old Town Hall/Ceramica to host the market, with other areas of shared space within Market Place South to enable greater pedestrian access between the northern and southern sides of the street. Time restrictions would also be used to enable greater vehicle usability early in the morning and evening to facilitate servicing and to encourage more out of hours activity.

Stage 3 would entail the full pedestrianisation of Market Street South but with limited access as above. One big difference between this and the Masterplan approach would be retain the bus stops in Market Place South, thus bus movement through the space would need to be accommodated. As with a semi-pedestrianised scheme, time restrictions could be used to allow limited access for servicing and night time parking to support the evening economy.

Another difference in approach would be to maintain through access and provide short stay parking along Queen Street to promote its vitality, whilst also providing a through vehicle connection to St John's Square, which would be enhanced but still provide some car parking. This street, although at the very heart of the town, is exceptionally quiet and suffers from the lack of through movement and passing trade. The traffic management scheme and public realm enhancements undertaken in the recent past have not stimulated improved vitality. Ensuring that Queen Street is busy and vibrant is important to the attractiveness and success of the regeneration of the core of the town centre.

Improvements would also be needed at the main junctions onto the wider road network around the core of the town to ensure improved pedestrian and cycle connectivity to adjoining areas and neighbourhoods and future development sites.

Speed restricting gateway features would be integrated on main routes into the town centre at their threshold to welcome visitors who intend to stop and use the town centre whilst discouraging through traffic and rat running.

The City Council has commissioned proposals for measures to enhance connectivity for pedestrians, public transport and vehicles and to improve the quality of the town centre environment. These will be finalised by November with the first phase to be delivered next year.

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Strengths

- | Area has a rich historic/townscape character with a number of Listed Buildings and buildings of high townscape value. Collectively these help create a high quality and distinctive townscape
- | The area is already the focus and heart of the town centre with key civic uses and a range of retail and other town centre uses.
- | There are significant areas of existing public realm with great potential to create a well ordered and distinctive town centre public realm that will add to the setting of the town's heritage townscape
- | A key pedestrian axis within the site is already defined by the connection between 2 civic buildings/ uses (Old Town Hall/school of Art)
- | Key landmark buildings and views enrich the townscape context and create strong legibility and sense of place which sets the town apart from others in the conurbation
- | Strong containment of the block with a largely positive outward face to the public realm
- | Potential regeneration opportunity to supplement heritage led regeneration of historic buildings
- | Recent facelift activity has enhanced the quality of parts of the area allied to the regeneration of Swan Square, which provides impetus for wider regeneration

Weaknesses

- | Areas of public realm are generally in need of improvement and are adversely affected by traffic movement and parking – key spaces are poorly used
- | Barriers to pedestrian movement into the area are created by the dominance and business of roads on the northern and eastern side of the area. Existing pedestrian crossings only partially address this and limit crossing opportunity. The quality of crossings is also poor
- | The indoor market is 'hidden' within the block which means that it has no trading face to a main thoroughfare
- | The Old Town Hall/Ceramica are severed from the rest of the area by a traffic dominated street
- | Queen Street has become a very quiet area of the town, when it should be a much more vibrant and busy street given the presence of the School of Art and recent live/work development
- | The centre of the block is largely unexploited and presents poor quality, inactive rear edges to buildings
- | There is no pedestrian link within the block from west to east linking the indoor market to Swan Square
- | Key historic buildings are not in use and their fabric is under threat from deterioration and antisocial behaviour
- | Levels changes in the eastern part of the block present challenging issues in respect to accessibility and creating development opportunity and active edges within the block.
- | Historic buildings in a poor state of repair and not in use
- | There is limited potential for parking within the area which could discourage certain forms of development

Opportunities

- | The inside of the block is largely unexploited and there is scope to create secondary frontage to enhance town centre activity and opportunity
- | There are selective new build opportunities alongside the heritage focused potential of the area.
- | Based upon the regeneration opportunities, there is scope to create an inner face and new development within the block and to create a pedestrian link through it, linking the indoor market with the rear of the Wedgewood Institute and the Leopard and potentially Swan Square and Ceramica. This internal link could act as the spine for within-block regeneration and development
- | There are regeneration opportunities adjacent to the entry points into the indoor market that could be developed to make the indoor market more visible and accessible. The shop fronts on Queen Street present an opportunity to create a retail face onto Queen Street for the indoor market that would be attractive to a larger user. There is scope to regenerate either as single or multiple occupancy (the latter potentially being more desirable in character terms.
- | There is scope to re-design streets and spaces as multifunctional public realm accommodating pedestrians and activity whilst also enabling limited access and parking opportunity. Wider public realm and traffic management improvement is planned as a consequence of the intended relief road and this provides an opportunity to co-ordinate this with the development and comprehensively addresses such issues in the area.
- | Potential to utilize archaeology to help define the Burslem image. Reinforce sense of place and to create high quality public realm
- | Use the development to reinforce the cultural brand of Burslem with a strong emphasis on built heritage and townscape, the Ceramics heritage and the more contemporary culture of the town
- | Scope for high quality contemporary regeneration projects to complement the rich townscape quality of the town centre



Figure 10: Issues and

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Part 4: Design and heritage parameters



Wedgwood Institute

The following text is not a full conservation appraisal of the building, but is a synopsis of its special interest and quality following a survey visit by Alan Taylor from English Heritage and Jane Corfield from the City Council.

Examination of newspaper reports show that the existing building was not the first design for the site. The first design was much more prosaic but this was abandoned when the quality of the workmanship failed to meet the required standard and the contractor was dismissed. The original plans prepared by G.B. Nichols of Wolverhampton were then altered to a design by Robert Egar and J. Lockwood Kipling.

The Architectural and Historic interest of this grade 2* building is principally, but not exclusively, focussed on the façade of the building. The creation of the institute was complicated, funding was gathered from a variety of sources and the building evolved as a response to circumstances, rather than as an architectural set piece.

Examining the plan form, the first building on the site emerges as a simple rectangular box with a central stair protruding slightly at the rear encased in a curved stair tower. This building was subsequently added to in the next phase – and the rooms at the base of the tower were added. Wall thicknesses show this clearly at ground floor level. These rooms are considered to be the principal rooms of the listed building; they support the decorative façade but also have a spatial quality and details that merit retention and protection and are shown as pink.

As the Institute became more successful, it expanded. The first expansion took in a modest house that existed on the site prior to the Institute being built. This became the caretaker's house and has been re-fronted and built over with an extra storey, it was almost "consumed" by the Institute. Other small rooms at the edges of the pink areas combine with these to form areas coloured purple. These areas can sustain change and are of secondary importance.

Areas in yellow were added last. They are historically interesting and show the evolution of the building but their architectural quality is less than that of the other spaces. The façade to these areas is good but in an appalling state of

repair and we therefore conclude that these areas could be removed, after recording without detriment to the building should they be replaced with new work of high quality.

The interior contains many features which should be either retained or re-used elsewhere. The expression and decoration of certain structural elements at the higher levels add to the special interest of the building and should not be concealed by any new work.

We assume that the tower was removed from the building for structural reasons. There are patten plates at the corners of the façade. Reinstatement would probably be financially unviable. The façade of the building clearly will not accommodate new large openings. Access to the central courtyard could be achieved by the purchase and demolition of adjacent shops in Brickhouse Street. This would be a good site for a modern visible intervention.

English Heritage's initial appraisal of this grade II* listed building seems to suggest that the principal spaces in the building are the first phase. This is considered to be the rooms on either side of the central staircase and those areas to the front of it. The rear area is of lesser interest and could therefore sustain greater change. This means that the principal areas must stay as they are, whereas the spaces to the rear could be altered. English Heritage has expressed support for limited demolition and remodelling to the rear of the building. It would be for a designer to negotiate the differences between substantial alteration and removal of the fabric with the local planning authority and English Heritage.

Spatial analysis of the building suggests that the way forward may be to purchase the adjacent shops on Brickhouse Street and use that as a means to provide a new and flamboyant entrance to the building. This would have the advantage of facilitating easy access to the building whilst not piecing the decorative fabric or the façade. The façade, self-evidentially, is the most important architectural feature of the building. Furthermore this would have the advantage of removing the slightly clumsy entry steps and ramp that occupy so much of Queen Street.

Wedgwood Institute

- The original building is a simple rectangular box with a central curved stair tower. It supports the decorative façade but also has an internal spatial quality and detailing that merit protection. Only very limited change could be undertaken (pink area) on plans above.
- The first expansion included the caretaker's house and other small rooms. These areas can sustain change and adaptation and are of secondary importance (purple area).
- Latter phases show the evolution of the building but their architectural quality is less than that of the other spaces. The façade is in a poor state of repair. These areas could be removed after recording (yellow area).
- The interior contains many features which should be either retained or re-used elsewhere. Certain structural elements at the higher levels add to the special interest of the building and should remain exposed.
- Access to the central courtyard could be achieved by links to Brickhouse Street. This would be a good site for a modern visible intervention and creation of a second entrance into the building.



Historic images of the Wedgwood Institute including the impressive tower (now removed)
(Images courtesy of the Potteries Heritage Society)



Figure 11: Wedgwood Institute rapid heritage appraisal



The Mosaic coat of arms flooring in the foyer



The iconic front façade and internal airiness of the Wedgwood Institute



The Old Town Hall and annex

The former town hall was built in 1854, and dominates the town, especially from the eastern approaches. This bold stone building is grade II* listed. It is a baroque stone hall of 7 bays with a western clock tower topped by a finial in the form of a golden angel. The interior is equally simple and robust, with heavy doorways, architraves and panelling. There is a grand double stair to the western end with heavily scrolled iron balustrade.

The main chamber is at first floor. This has Corinthian pilasters between the sash window, a covered ceiling and elaborate wrought iron ties. The first floor now contains a free-standing mezzanine structure that sits like a large piece of contemporary furniture within the space. This also contains the lift and stairs to upper levels and the lift to the ground floor and basement.

The Mezzanine structure has been designed not to touch the ornately decorated interior walls and could be reconfigured without detriment or damage to the listed building. This reversible, contemporary approach satisfies the requirements and sensitivities of the listed building. It can serve a multitude of purposes and provides an extra floor of accommodation. Other forms of subdivision would be unlikely to gain Listed Building Consent.

The basement and ground floor spaces are less grand and more cellular, but the simple heavy details are consistent throughout. These spaces are adaptable but the spine walls should be retained and protected. Further division could be accommodated

Externally the building cannot be easily changed or adapted. The windows could not be lowered or more doors inserted without damage to the significance of the building. This is why the glass annex was built and purposely designed to

provide a clear visual expression of the purpose and use of the building without changing the original proportions of the fenestration. What is missing from the original composition originally proposed is the planned 'third building'. This was supposed to be sited facing Market Place South, in front of and screening the service element of the glazed extension and providing an external corridor focused upon the eastern entrance, mirroring the linear internal corridor within the Town Hall. Consideration should be given to completing the original concept and creating the third building along the Market Place South frontage, to help further animate this area alongside future public realm improvements.

The area to the north of the Town hall annex has been the subject of some environmental improvement but the annex presents a blank elevation to this space. There is little pedestrian activity in this area at present, partly due to the lack of active frontages and uses that would promote this sort of vitality.

There is an argument that there needs to be some form of low key development in this area to help stimulate pedestrian activity and usage of the space and to animate the blank elevation. This could support the intended retail and leisure uses proposed on the opposite side of Market Place north as part of the frontage development to the Sadler's Park site (Countryside Properties).

Furthermore, the anticipated programme of transport and pedestrian connectivity improvements for the town centre are likely to have some bearing upon the functionality of this part of the town centre and its public realm, consequently, it is not considered appropriate to advocate a particular solution at this stage until those proposals are finalised.



Historic images of old Town Hall and its setting with the pottery works close by. (Images courtesy of the Potteries Heritage Society)

Burslem Town Hall

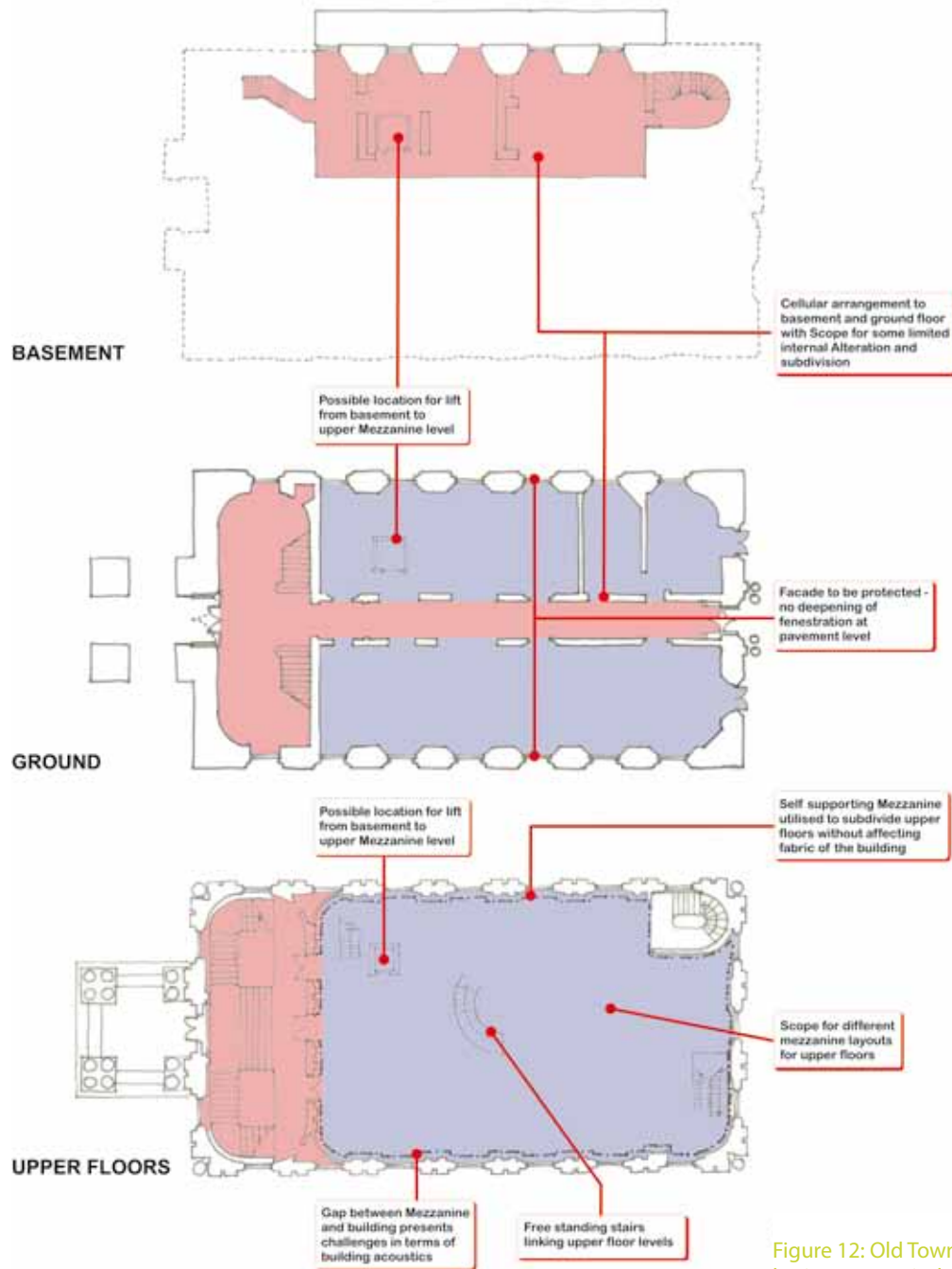
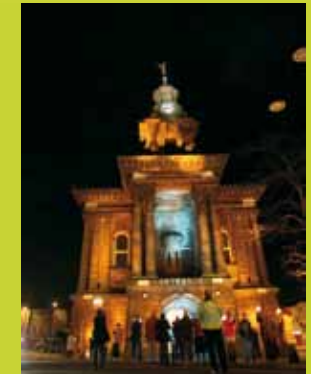


Figure 12: Old Town Hall rapid heritage appraisal

Key regeneration principles

- The basement and ground floor have an established cellular layout. This plan form should be retained
- An existing freestanding mezzanine structure creating upper floors provides a sensitive solution to subdividing and making best use of the grand space
- There are few windows and given the importance of the façade it is unlikely that new openings and lowering of windows at pavement level would gain approval
- The building needs to be considered with the modern annex building. There may be scope to add a high quality, contemporary new building to the south side of the annex to unify the historic and the modern.



Victorian indoor Market

The Indoor Market is a largely hidden element of Burslem's historic townscape. It is contained on all sides by other more modestly sized buildings that create a 'veneer' around it.

Built in 1878 the market is unused following a partial collapse of the roof. It comprises of a series of wide cast iron arches on iron columns reminiscent of railway station architecture and covers a courtyard left by surrounding buildings. It is identified as a locally important building and is identified on the 'Local List'

There are 3 entrances into the space from Queen Street, Brickhouse Street and Market Place. It has a gross internal area of 11,000sq ft. From the outside where the building is visible off market Place and Brickhouse Street it has an unsightly and uncared for appearance. However it is the internal quality of the space created by the glazed roof and architecture of the supporting arches that define it as special.

The frontage onto Queen Street comprises a gothic style parade of shops constructed in red brick with dressed stone detailing and double shop frontages, three of which are currently occupied. This parade creates a very distinctive, high quality edge to the internal space and contributes significantly to the character and ambience of Queen Street. It also offers significant potential in terms of creating attractive retail and leisure units.

Whilst it would be preferable to see this glazed space refurbished and maintained, there is recognition of the condition of the structure and the associated cost of repair, as well as the practicality of converting it to a viable end use(s). Consequently, in recognition of its non-statutory heritage status, the Council are more open to exploring alternative forms of development. These will however have to retain the Queen Street frontage and provide more attractive and accessible connections into and out of the site, in accordance with broader principles set out in the Area Illustrative principles below. Furthermore it will be imperative that an element of meaningful public space would be created as a focus of the re-development.



- ### Key regeneration principles
- There is the potential to create stronger pedestrian links into the space and greater visibility
 - It is unlikely that it will be viable to retain the existing roofed structure due to its condition and costs
 - There is the potential for it to house a large scale use in conjunction with the shop frontages onto Queen Street
 - A modest element of civic space would be desirable as part of proposals
 - There is potential to create a more direct link to St John's Square but this may require partnership with another land owner.



Images showing the internal and external appearance of the Indoor market, including the cast iron pillars and roofing structure

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Illustrative area principles

1 Potential to regenerate the indoor market as a destination development, either for a single use or as a multi-use facility. Inclusion of the Queen Street frontage would enable multiple entry points including a key entrance from within the centre of the block

2 Enhance existing key spaces on the periphery of the block, particularly St John's Square to create a hub for regeneration of the western end of the area and to rationalise and improve short stay and disability parking

3 Opportunity to enhance/enlarge areas of public realm as an extension of the existing street network to 'anchor' new development and consider pedestrianisation of parts of the public realm/impose limitations on vehicular use to make people friendly

4 Innovative adaptation and new uses for the Wedgewood Institute and Old Town Hall maximising the potential of these two key assets, including rear extension/access to the Wedgewood and a linking extension between Old Town/Hall Ceramica

5 Create key pedestrian links within the block including a new east west link and enhancement of the existing link between the School of Art and Old Town Hall

6 Provide new high quality pedestrian crossings to reconnect the area as part of the public realm enhancement of the town centre

7 Several potential new-build regeneration sites to repair the urban fabric and supplement and sustain the refurbishment of key heritage buildings

8 Potential for new development to the north of old Town Hall to create a positive edge onto Market Place North and help enliven this area.

9 Potential to make significant usage of the rear wing of the Leopard public house to create an active ground floor to overlook and reinforce a potential new lane and square within the block

10 Scope to improve the setting and accessibility of the Wedgewood Institute, to rationalise access and parking in Queen Street and to re-animate the street scene, by encouraging vitality in a presently quiet area of the town. This should be undertaken within the context of the wider public realm enhancement and traffic management for the town centre

11 Potential for off site enhancements to spaces and frontages to promote the regeneration of the area and to enable wider regenerative benefit from the scheme as part an integrated heritage led regeneration solution for the town centre.

12 Potential to create new secondary pedestrian routes from Market Street and Swan Square into the heart of the eastern side of the block to open up the opportunity for new development and increase pedestrian permeability.



Figure 13: Illustrative principles plan and key

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Summary of Design and heritage parameters

Urban design

- | Create high quality public realm utilising and improving existing streets and spaces. Adopt an incremental approach to public realm works to test scenarios in advance. Enable a quality, multi-purpose space suitable to accommodate the expansion of the outdoor market
- | Create convenient pedestrian crossing points and reduce the dominance of traffic at key strategic nodal locations in conjunction with enhanced gateways that deter through traffic
- | Maintain the fine grain character of the Quadrant in respect to the scale and form of new development
- | Link the inside of the block by creating an 'inner lane' and modest new spaces along its route with active frontage onto it
- | Create the conditions to enable a vibrant mix of uses in terms of unit size functionality and character
- | There are opportunities for infill new development to supplement the heritage led regeneration. The scale of new development is to respect and enhance heritage buildings and the established townscape hierarchy
- | There should be a focus on sustainable forms of development in respect to buildings and spaces, utilising and reinforcing a locally relevant palette of materials and character
- | Adopt innovative and high quality architectural and landscape design to complement the historic character and atmosphere of the quadrant, utilising vernacular materials and detailing where possible
- | Create better 'doorways' into the space occupied by the Indoor Market building to make the area more visible, accessible and commercially attractive
- | Repair the inner edge of the quadrant through appropriate extension and frontage improvement
- | Develop a movement strategy that makes the area permeable for all modes but which creates a pedestrian focused environment centred upon creating a high quality public realm

- | Parking should be strategically located around the periphery and integrated into streets and certain spaces to encourage vitality and some through vehicular movement
- | Maintain a strong focus on culture, the arts and creative industries – "creative cultural Burslem" as a bedrock of regeneration strategy
- | Positively link into future development opportunity including Bournes Bank

Heritage

- | Retention and minimal alteration of the Wedgwood Institute and Old Town Hall
- | There should be a focus on uses that are responsive to the character and form of the buildings
- | Scope for contemporary extensions to both Wedgwood Institute and Old Town Hall to facilitate improved access and create positive entrances. Also the potential to redevelop to the north of the town hall annex to help animate Market Place North
- | Potential to undertake more radical development of the indoor market given the major structural issues and limitations presented by the building's fabric
- | Frontage enhancements to the exterior face of the quadrant to help reinforce historic character and integrity.
- | Sensitive adaptation and re-use of other heritage sensitive buildings and spaces
- | Develop a materials and detailing palette driven by an understanding of local context/character
- | Innovative architectural design for new elements that follows the principles of Building in Context and which avoids pastiche

Figure 14: Summary of parameters

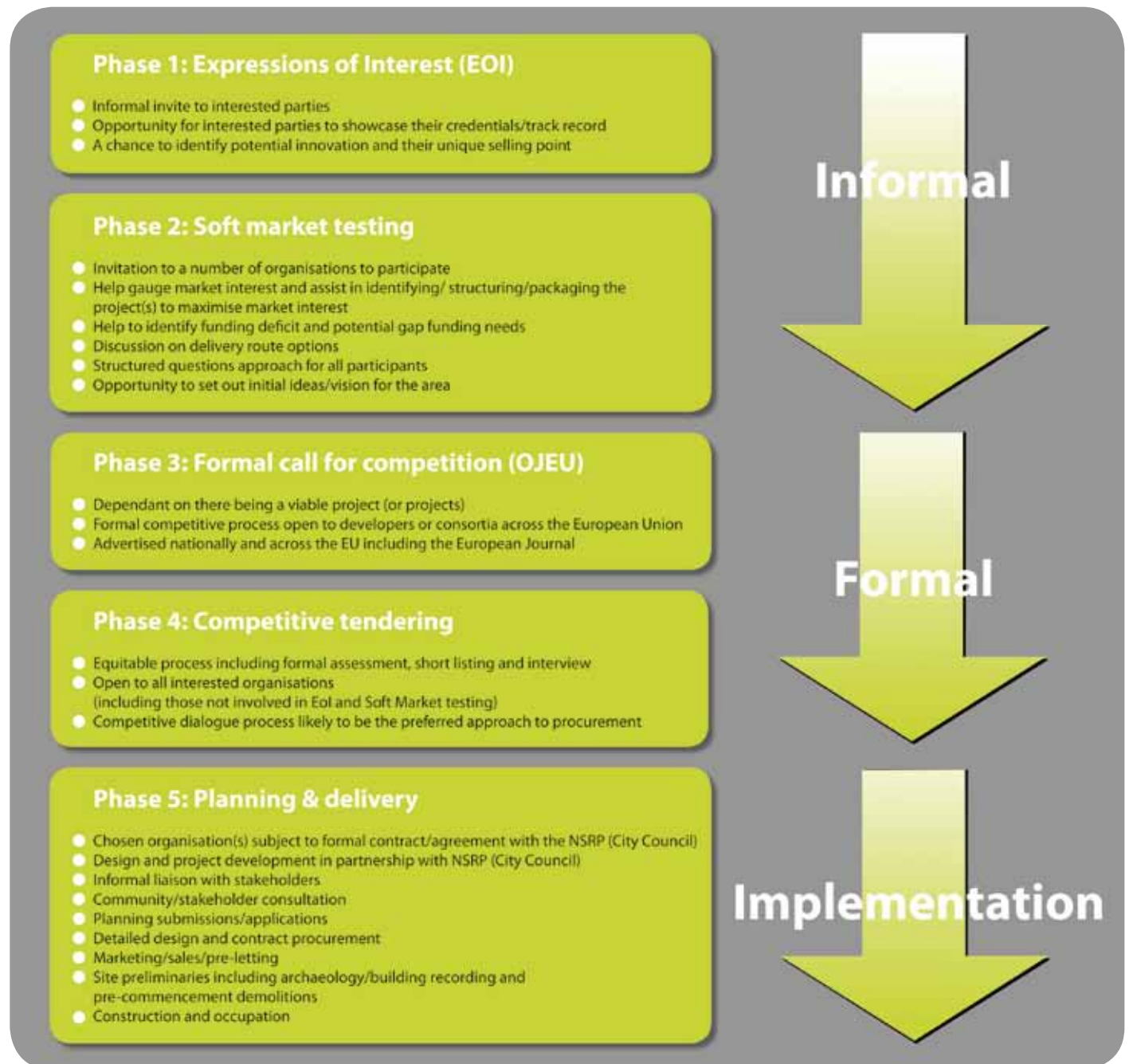
Part 5: Process and Programme



The following diagram sets out the process and envisaged timetable for appointing a development team and for completing the project. The timescale will be influenced by certain key stages or events in the process, such as:

- | the time taken to appoint and sign contracts with the preferred team
- | the time taken to develop proposals and secure appropriate approvals and consents (not least the planning process),
- | completion of funding agreements and release of finance
- | Securing legals, finalising contracts, undertaking preliminary investigations and precommencement requirements, such as archaeological investigation.
- | Securing key occupiers and uptake and interest in commercial and residential development

Clearly there are no guarantees, especially given the complexity of the project and present economic uncertainty. However, a sense of realism and contingency have been factored into this programme.



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Background documents

Burslem Conservation Area Appraisal,
Stoke City Council, 2005

Burslem Masterplan and Urban Design Action Plan,
Atkins, 2004

Review of Burslem Masterplan and
Urban Design Action Plan, Hypostyle, 2008

Other technical background documents will be
made available on request

